

The invention claimed is:

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1. A mirror comprising:
a housing;
a mirror subassembly including a reflector layer with a portion defining an opening;
an indicia panel covering the opening and configured to form a visual display; and
at least one light source positioned in the housing to pass light through the indicia panel and the opening of the mirror subassembly to selectively illuminate the visual display, the at least one light source emitting a light matched in color to the indicia panel so that a maximum of light from the at least one light source passes through the indicia panel and is visible to a vehicle driver.
 2. The mirror defined in claim 1, wherein the mirror subassembly includes an electrochromic mirror subassembly, the electrochromic mirror subassembly including front and rear transparent elements, and a layer of electrochromic material associated with the front and rear transparent elements, the reflector layer being associated with the rear transparent element,
 3. The mirror defined in claim 1, wherein the indicia panel has an alphanumeric visual display formed thereon.
 4. The mirror defined in claim 1, wherein the color of the at least one light source is non-white.
 5. The mirror defined in claim 4, wherein the color is amber.
 6. The mirror defined in claim 5, wherein the indicia panel includes a diffuser layer having a color matching the at least one light source.